



**STATE OF IOWA**  
**MASTER AGREEMENT**  
 Contract Declaration and Execution

EFFECTIVE BEGIN DATE: 01-01-2009  
 EXPIRATION DATE: 12-31-2009  
 PAGE: 1 of 3

**VENDOR:**

**Learning Partnership The**  
**PO Box 199**

**Pleasantville, NY 10570**  
**USA**

**VENDOR CONTACT:**

John H Fisher

**PHONE:** 914-769-0055 **EXT:**

**EMAIL:** tlpjohn@optionline.net

**FOB** FOB Dest, Freight Prepaid

**ISSUER:**

JEANETTE CHUPP

**PHONE:** 515-281-6288

**EMAIL:** Jeanette.Chupp@iowa.gov

**Contract For:** Health Education Publications: Straight Talk

The parties agree to comply with the terms and conditions on the following attachments which are by this reference made a part of the Agreement.

Attachment 1: General Terms and Conditions for goods contracts posted at web-site:

[http://das.gse.iowa.gov/terms\\_goods.pdf](http://das.gse.iowa.gov/terms_goods.pdf)

Attachment 2: Contractor's Response to Competitive Bid 0709588004 of January 26, 2009, on file with the Iowa Dept. of Administrative Services, General Services Enterprise.

Straight Talk (Magazine Format) Health Education Materials are available per the January 5, 2009 pricing for:

Professionals

Classrooms

Parents & Caregiver's

Stakeholders (refer to special pricing)

- Review the Information attached or request a current order form
- Products are available at published pricing
- Payment Type Preferred: Paper Check
- Payment Terms: Net 30 days
- FOB: Ship Point (Shipping/Handling invoiced) per the pricing schedule.
- Minimum Order Requirement: 1,000 copies per title
- Returns (shipped in error or damaged in shipment) may be returned when pre-authorized with a 5% re-stocking fee

Contract Administrator & Customer Contact: John Fisher

– Phone: 914-769-0055 or FAX 914-769-5676

– E-Mail: tlpjohn@optionline.net

**RENEWAL OPTIONS**

**FROM** 01-01-2010 **TO** 12-31-2010

**FROM** 01-01-2011 **TO** 12-31-2011

**FROM** 01-01-2012 **TO** 12-31-2012

**FROM** 01-01-2013 **TO** 12-31-2013

**AUTHORIZED DEPARTMENT**

ALL

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR		STATE OF IOWA	
CONTRACTOR'S NAME (If other than an individual, state whether a corp., partnership, etc.) <b>The Learning Partnership, Inc</b>		AGENCY NAME <i>Iowa Dept. of Administrative Services</i>	
BY (Authorized Signature) <i>John H Fisher</i>	Date Signed <i>1/29/09</i>	BY (Authorized Signature) <i>Jeanette Chupp</i>	Date Signed <i>January 27, 2009</i>
Printed Name and Title of Person Signing <b>John H. Fisher, President</b>		Printed Name and Title of Person Signing <b>Jeanette Chupp</b>	
Address <b>P.O. Box 199 / 76 Munson Road Pleasantville, NY 10570</b>		Address <i>1305 E. Walnut, Des Moines, Iowa</i>	



**STATE OF IOWA**  
**MASTER AGREEMENT**  
 Contract Declaration and Execution

EFFECTIVE BEGIN DATE: 01-01-2009  
 EXPIRATION DATE: 12-31-2009  
 PAGE: 2 of 3

LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
1	0.00000		71510	\$0.000000
				\$0.000000
			Books, Curriculum Guides, Directories, Magazines, Pamphlets, "Straight Talk", Magazine Format, Educational Publications Pricing per the attached "Price List" and Stakeholders Press Runs.	
2	0.00000		96286	\$0.000000
				\$0.000000
			Transportation of Goods and Other Freight Services Shipping and Handling Charges per Order Form.	



**STATE OF IOWA**  
**MASTER AGREEMENT**  
Contract Declaration and Execution

**EFFECTIVE BEGIN DATE:** 01-01-2009  
**EXPIRATION DATE:** 12-31-2009  
**PAGE:** 3 of 3

**TERMS AND CONDITIONS**

**Terms & Conditions Goods**

The parties agree to comply with the terms and conditions on the following web site which are by this reference made a part of the Agreement.

General Terms and Conditions for goods contracts are posted at: [http://das.gse.iowa.gov/terms\\_goods.pdf](http://das.gse.iowa.gov/terms_goods.pdf)

**Attachment # 1, RFB 0709588004 Bid Form**

Specify the discount offered for State Orders: 65.625 Percent discount (see Schedule)

Specify the Catalog/Price List from which your discount is offered:

Catalog or Price List Name: \_\_\_\_\_

Catalog or Price List Publication Date: January 5, 2009

Attn: Two (2) copies of your catalog or price list must be returned with your bid package. If you are offering a discount from your web-site in lieu of a Catalog, specify the web-site address: http:// \_\_\_\_\_

Payment is required by (check one): ☒ Paper Check

☐ MasterCard Procurement Card, at the time of order

☐ MasterCard Procurement Card, after receipt of materials and invoice

☐ Electronic Funds Transfer (per the Vendor Form included herein)

Payment Terms (check one): ☒ Net 30 Days; ☐ Net 60 Days; ☐ Other: \_\_\_\_\_

Freight Terms shall be (check one):

☐ FOB Destination, Freight Prepaid (no freight charges invoiced)

☐ FOB Destination, Freight Collect (actual UPS freight charges invoiced)

☒ FOB Ship Point (actual UPS freight charges shall be added to invoice).

(NOTE: Shipping & handling charges will be added to invoice per attached pricing Schedules.)

Customer Service shall be provided by:

Name: John Fisher, Phone: (914) 769-0055

E-Mail Address: t1pjohn@optonline.net FAX: (914) 769-5676

Return of publications shipped in error, or received in a damaged condition shall be pre-authorized by customer service and returned at no-charge. Return of publications ordered in error shall be pre-authorized by customer service and invoiced a 5% percent re-stocking fee, or \_\_\_\_\_.

Minimum Order requirement (check one and complete):

☐ No Minimum Order requirements shall apply.

☒ A minimum order is required as specified: 1,000 <sup>copies</sup> per title

Products offered herein contain 0 % Reclaimed/Recycled Material

Authorizing Signature: John H. Fisher, Printed Name: John H. Fisher

Company Name/Address: The Learning Partnership, Inc., P.O. Box 199  
Pleasantville, NY 10570



## **Publications Available for Purchase By Iowa State Agencies**

### *Straight Talk Magazine Titles*

Straight Talk: HIV/AIDS & Other STDs

Straight Talk: Substance Abuse

Straight Talk: Teen Relationships & Choices

### *Supplements*

Talking Straight With Your Teenager About Substance Abuse  
*(parent & caregiver guide)*

1/15/09



# Straight Talk

A Magazine For Teens™

## Nation's #1 health education/risk-reduction program for adolescents (ages 12-16; school grades 7-11)

*Widely used by schools, public health agencies, CBOs, juvenile corrections and the faith community*

*Straight Talk* is a series of high-impact publications in a highly graphic soft-cover format — designed to resemble a contemporary teen magazine — that addresses critical health and behavioral issues confronting today's adolescents. Each full-color issue focuses on a topical area:

- **HIV/AIDS and Other STDs** (4th ed.)

The nation's #1 HIV/AIDS education and prevention resource for teens, with over 3.5 million copies in use.

- **Substance Abuse** (2nd ed.)  
(alcohol, tobacco & other drugs including steroids)

- **Self-Esteem** (Out-of-Print)

- **Teen Relationships and Choices**  
(emerging teen sexuality and values)

Each topical issue is accompanied by a Discussion Leader's Guide which contains suggested discussion questions, individual and small group activities, duplicating masters and a set of special family/home involvement activities. The *Straight Talk* program is designed to help you foster and enhance:

- critical thinking
- refusal skills
- decision-making skills
- communications and persuasion skills
- coping skills
- conflict-resolution skills
- acceptance of responsibility for self and others.

The titles may be used individually or in groupings of your choice in special programs in substance abuse prevention, HIV/AIDS education, teen pregnancy prevention, and counseling.

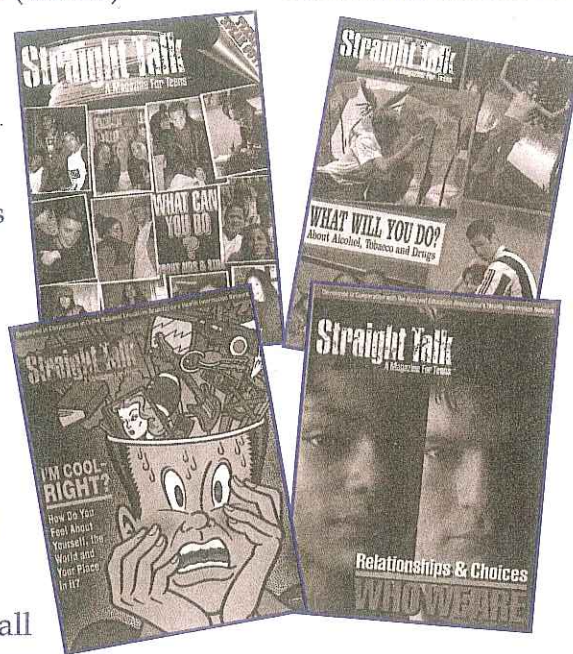
Collectively, the *Straight Talk* program is designed to serve as a core resource for health education classes and for risk-reduction and prevention programs for youth in a multi-cultural environment.

The contemporary teen format and overall appeal of the entire *Straight Talk* program is rapidly making it the resource of choice for health education and prevention programs for adolescents.

### Motivating Teens to Read and Process

Reports from users across the country highlight the extraordinary power of *Straight Talk* magazine to motivate teens from a wide range of reading abilities to consume each magazine. Typically, 65%-75% read beyond assignments, with about 45% voluntarily reading the issues cover to cover.

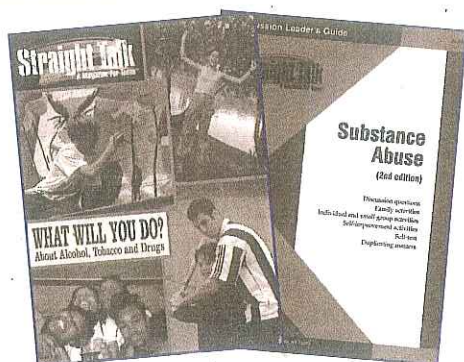
Teen enthusiasm for *Straight Talk* is breaking down traditional barriers to active participation in classroom and small-group discussion, opening up new opportunities to impact youth behavior.





# Straight Talk brings you four high-powered issues to in health education or risk-reduction programs

## Substance Abuse (Alcohol, tobacco & other drugs including steroids) 2nd edition



This new Substance Abuse edition has been developed in accordance with the latest prevention research.

High-interest articles and illustrative materials combine to provide important facts, challenge and explore attitudes, enhance skills development and support healthy behaviors and lifestyles. Alcohol, tobacco and other drug (ATOD) issues are presented in the context of teenage development, emphasizing positive peer influences and interactions. Articles, poetry, photography and artwork submitted by teens add to the impact and credibility of the magazine.

The entire module emphasizes and reinforces drug-free values and behaviors while honestly and directly confronting the negative consequences of substance abuse for the individual, the family and the community. Articles are written in a style that both honors the reader's intelligence and challenges him or her to make sound personal decisions about substance use.

Two Federal agencies joined the revision effort to provide technical assistance: the Center for Substance Abuse Prevention (CSAP) and the National Institute on Drug Abuse (NIDA).

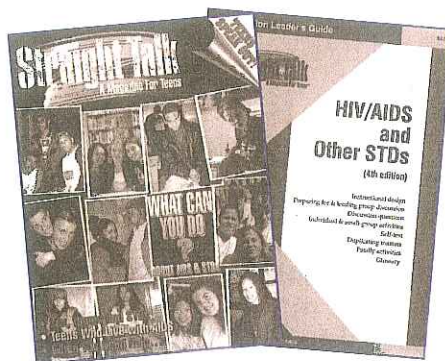
This substance abuse issue will provide you with a compelling catalyst for generating group discussion in health classes or counseling sessions.

*Discussion Leader's Guide available.*

**First ever...**  
**Parent's & Caregiver's Guide to Straight Talk: Substance Abuse**  
(see description at right)



## HIV/AIDS and Other STDs 4th edition



This is the "signature" issue of the entire *Straight Talk* program, the hard-hitting issue that set the tone for all others in this series...revised once again with technical assistance from the Centers for Disease Control and Prevention.

A powerful look at the facts about AIDS, including what we do and don't know...made all the more compelling by first-person accounts of teens infected with the HIV virus or already suffering from the debilitating effects of AIDS. This edition is the first to include writing, photography and artwork submitted by teens.

The issue is abstinence-based, but not abstinence-exclusive, in its editorial stance; age-appropriate; thought-provoking. A "must" for every HIV/STD education/prevention program.

*Discussion Leader's Guide available.*

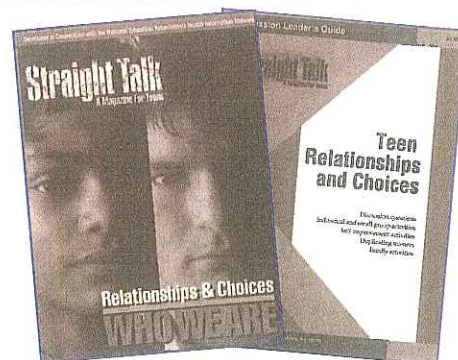
## Talking Straight With Your Teenager About Substance Abuse: A Parent's & Caregiver's Guide to Straight Talk

This compact 20-page parent's and caregiver's guide is designed to facilitate the use of the new substance abuse issue in the home as a shared experience between parents and their teenage children. Written and illustrated in an encouraging and parent-friendly style, this guide will help parents establish and maintain open, caring and sincere communications with their children as they transition from pre-adolescence to adolescence...strengthening a critical protective factor in reducing the appeal—and the risks—of teen experimentation with ATOD.

Technical assistance provided by CSAP.

Order in packs of 25 or as a 1:1 set.

## Teen Relationships and Choices



An honest and open look at puberty: the physiological changes, the onset of sexual attraction and the consequences of uncontrolled intimacy. This issue examines the realities of date rape, unwanted pregnancy, the heightened risks of coupling intimacy with substance abuse and more. Includes a Dating Bill of Rights.

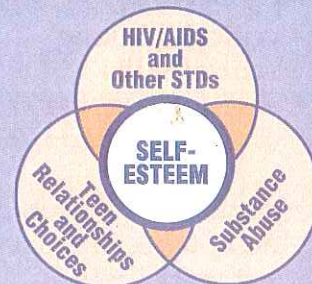
Provides a basis for helping teenagers discuss their personal values, acquire skills for defusing unwanted sexual advances in dating/social situations and take responsibility for their sexual health and well-being.

*Discussion Leader's Guide available.*

## Instructional Design

The *Straight Talk* program goes beyond mere information to help teens build self-esteem and decision-making skills—critical factors in reducing risk behaviors and strengthening resiliency in adolescents.

Health educators and counselors will welcome the instructional design of the entire series, which allows you to integrate all four issues into a comprehensive approach to risk avoidance and the building of self-confidence and self-control in teenagers and young adults.



Directors of special-purpose grant-funded programs will want to pair the self-esteem issue with any of the three other topical issues.





## PRICE LIST

The magazine-based *Straight Talk Prevention Program* encompasses four topical modules, each consisting of a youth/student component in the form of a 28-page full-color teen magazine and a skills-building component in the form of a Discussion Leader's Guide:

- Substance Abuse (2nd ed.)
- HIV/AIDS & Other STDs (4th ed.)
- Teen Relationships & Choices
- Self-Esteem

### 1. *Straight Talk Prevention Program* (all 4 titles)

Number of Series	Series Price (all 4 issues)	Savings Off Cover Price
1-14	\$12.70	20%
15-49	\$ 7.00	56%
50-99	\$ 6.35	60%
100-999	\$ 5.90	63%

### 2. Individual *Straight Talk* Titles

Number of Copies	Unit Price	Savings Off Cover Price
1-14	\$3.20	19%
15-49	\$2.00	49%
50-149	\$1.75	56%
150-999	\$1.60	59%

### 3. **NEW** Classroom/Small-Group Sets

*Straight Talk* Series Classroom Set \$175.00  
(25 each of all four titles, plus guides)

*Straight Talk* Single-Topic Classroom Set(s) \$ 50.00  
(25 each, any title, plus guide)

For larger orders or saturation-level distribution (for statewide or large city or countywide distribution), contact the publisher. Unit prices drop to as little as 95¢ per copy.

NOTE: Order a minimum of 15 series or 25 copies of any single issue and you also receive your own free desk copy of each issue you order, together with a discussion leader's guide (guides are provided with larger orders at rate of one for every 25 copies of the magazine). Additional guides may be purchased for training workshops; contact publisher for prices.

### 4. Talking Straight with Your Teenager About Substance Abuse:

**A Parent's & Caregiver's Guide to *Straight Talk* Magazine**

20-page booklet for use with Substance Abuse issue; available in packs of 25.

1-10 packs @ \$12.50 per pack; 11-40 packs @ \$11.25 per pack  
(for larger quantities, contact the publisher)

### 5. *Straight Talk: Substance Abuse* Parent/Caregiver Set

Consists of one copy each of *Straight Talk: Substance Abuse* and Talking Straight With Your Teenager About Substance Abuse parent's guide.

Set—\$9.95 postpaid; sets available in quantity for PTAs, physicians' offices, etc. for as little as \$4.50/set.

### 6. *Straight Talk* Evaluation Sets

- One each of the four modules: magazines & guides—\$16.00
- Same, with substance abuse parent guide added—\$18.00

Prices subject to change without notice.

**Shipping and Handling**—See schedule of charges on order form on back.

### *Straight Talk* Evaluation Set

For professionals who want to review all four issues of *Straight Talk* and their discussion leader's guides, an evaluation set is available for just \$16.00, plus a charge for shipping & handling.

A second option adds a copy of *Talking Straight With Your Teenager About Substance Abuse* for just \$2.00 more.

Available in quantity at a discount if you wish to purchase for review and evaluation at multiple sites.

Convenient order form on next page





**The Learning Partnership**  
P. O. Box 199  
Pleasantville, NY 10570-0199  
(914) 769-0055

# ORDER FORM

To expedite, call 1 800 551-7672  
or FAX to: (914) 769-5676

TLP Federal I.D. #13-3430452

See previous page for pricing

*If you are issuing a purchase order, please attach this form to assure expedited processing. Be sure your P. O. specifies item codes.*

**Ship to:** (Type or print; please provide street address as we often ship via UPS.)

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School/Agency \_\_\_\_\_  
Street address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone Number (\_\_\_\_) \_\_\_\_\_ Date \_\_\_\_\_  
FAX Number (\_\_\_\_) \_\_\_\_\_  
E-mail \_\_\_\_\_

**Bill to:** (if different from "Ship to")

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School/Agency \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Purchase Order Number (if known) \_\_\_\_\_

☐ Payment enclosed ☐ Please bill

**NOTE:** Payment in full must accompany orders under \$15. All payments must be in U.S. dollars; foreign orders must be prepaid. Alaskan, Hawaiian, Canadian and overseas clients should contact publisher for special shipping/handling/customs arrangements and charges.

	Order Size	Amount
Shipping & Handling Charges	up to \$49.99	\$5.00
	\$50 - \$199.99	10%
	\$200 - \$999.99	9%
	\$1,000 and up	8%



☐ We'd like to use the *Straight Talk* magazine-based health education and prevention program. Please enter our order as indicated below:

Qty	Item Code	Title	Unit Price	Amount
_____	F101	<i>Straight Talk</i> Series (includes all four titles below)	\$ _____	\$ _____
<b>Individual Titles</b>				
_____	F102-6	<i>Straight Talk: HIV/AIDS &amp; Other STDs (4th edition)</i>	\$ _____	\$ _____
_____	F102-2	<i>Straight Talk: Self-Esteem</i> <b>Out-of-Print</b>	\$ _____	\$ _____
_____	F102-4	<i>Straight Talk: Teen Relationships and Choices</i>	\$ _____	\$ _____
_____	F102-7	<i>Straight Talk: Substance Abuse (2nd edition)</i>	\$ _____	\$ _____
_____	Packs - F302-7	Talking Straight With Your Teenager About Substance Abuse (25 booklets per pack)	\$ _____	\$ _____
_____	F302-8	<i>Straight Talk: Substance Abuse Parent/Caregiver Set</i> (magazine & parent's guide)	\$ _____	\$ _____
<b>NEW Classroom/Small Group Sets</b>				
_____	F105B	<i>Straight Talk</i> Series Classroom Set (25 each of all four titles, plus guides) <i>Straight Talk</i> Single-Topic Set(s) (25 each, any title, plus guides)	\$175.00	\$ _____
_____	F104HIV	HIV/AIDS	\$ 50.00	\$ _____
_____	F104TR	Teen Relationships & Choices	\$ 50.00	\$ _____
_____	F104SA	Substance Abuse	\$ 50.00	\$ _____
_____	F104SE	Self-Esteem	\$ 50.00	\$ _____
<b>Evaluation Sets</b>				
_____	F103	<i>Straight Talk</i> Evaluation Set (4 magazines; 4 discussion guides)	\$ 16.00	\$ _____
_____	F103-1	<i>Straight Talk</i> Evaluation Set with substance abuse parent's guide	\$ 18.00	\$ _____

Subtotal, all materials ordered above \$ \_\_\_\_\_

Add shipping & handling  
(See schedule at left;  
minimum charge - \$5.00) \$ \_\_\_\_\_

Total amount of order \$ \_\_\_\_\_

In NY, add sales tax \$ \_\_\_\_\_

(or provide NY tax-exempt ID #: \_\_\_\_\_)

Grand Total \$ \_\_\_\_\_



**Agencies Joining as Stakeholders in Press Runs of  
*Straight Talk: HIV/AIDS & Other STDs* (3rd & 4th editions)  
Have Purchased 1,996,000 Copies**

---

**This issue — spanning two editions and one update— has  
been on press 14 times to meet stakeholder demand.**

In the fall of 1994, as work on revisions for the third edition of the HIV/AIDS/STDs issue progressed, The Learning Partnership invited interested state and local agencies in health and education to join as “stakeholders” in the initial press run, scheduled for February, 1995, to benefit from the lower unit costs inherent in a larger printing. To meet unanticipated demand, TLP scheduled three additional press runs for stakeholders, in July, 1995 and March and October, 1996.

The HIV/AIDS/STDs issue was revised again and released in March, 1997. This 4th edition was reprinted an additional seven times to meet continuing stakeholder demand.

In December, 2003, all program, hotline and website references contained in the 4th edition were updated to produce Edition 4.1, which went to press that month and again in April, 2006.

In the aggregate, 141 agencies have participated in one or more of these press runs, purchasing almost two million copies of the HIV/AIDS issue and its companion discussion leader’s guide for direct use in their prevention efforts targeting at-risk youth.

The agencies that have participated as stakeholders in this special partnership are listed inside.





## *Straight Talk: HIV/AIDS & Other STDs (Edition 4.1)*

### *Special Pricing for Stakeholders*

The price schedule below will help you make realistic plans to join the mid-April 2009 press run for Edition 4.1. The minimum order to qualify as a "stakeholder" is 1,000 copies. An Expression-of-Interest Form is enclosed for your convenience.

If your agency would like to participate, please complete and return it to us as soon as possible, but no later than March 2, 2009. You'll have until March 20th to finalize your quantity and issue a purchase order so we can secure paper for the press run. (*If these deadlines are unworkable, please call us.*)

### April Press Run of *Straight Talk: HIV/AIDS & Other STDs* (Edition 4.1)

<u>Quantity</u>	<u>Unit Price</u>	<u>Handling &amp; Freight</u> (per copy)
1,000 - 9,999	\$1.05	\$0.13
10,000 - 24,999	\$0.9975	\$0.12
25,000 - 49,999	\$0.95	\$0.10
50,000 - 99,999	\$0.90	\$0.09
100,000 or more	\$0.85	\$0.08

NOTE: Prices above apply solely to pre-press commitments for the April printing of Edition 4.1 of the HIV/AIDS/STD issue. As a special courtesy to stakeholders, if you would like to use other titles in the *Straight Talk* series -- *Substance Abuse* and/or *Teen Relationships & Choices* -- in combination with the HIV/AIDS/STD issue, you may purchase the additional titles in bulk at the same unit price for which you qualify as a stakeholder. Please indicate your wishes on the accompanying Expression-of-Interest Form.

Discussion Leader's Guides will be provided free at the rate of one for every 25 copies of the magazine and should be disseminated in the same ratio when filling local requests. Additional guides may be purchased for teacher training, etc.

**Customizing Option:** Stakeholders ordering 15,000 copies or more may request back-cover personalization for a nominal charge.

0901PH/EA